



The United States Army Reserve:

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Connecting The Dots

STRATEGIC



OPERATIONAL



TACTICAL



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Director, Army Reserve Communications

THIS BRIEF IS APPROVED FOR PUBLIC PRESENTATION. ALL PREVIOUS VERSIONS ARE OBSOLETE. INFO CURRENT AS OF: **November 2, 2015**

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One Photo Can Go Viral



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Not Just a Ranger

Who is Lisa Jaster?

- Army Reserve officer
 - Major – Corps of Engineers (IMA)
- First mother to graduate from Ranger School
- 37 years old
- Professional Engineer with major U.S. corporation (Shell)
- Fitness Focused



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College ROTC Scholarships

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Summary: The Army Reserve “Minuteman” scholarship through the Army Reserve Officer Training Corps affords students an exceptional opportunity to afford college while preparing to serve his or her country.

Key Points:

Four-year scholarships for eligible freshmen college students
Covers full tuition and fees or up to \$10,000 toward room and board

Students must enroll in Army ROTC program and meet requirements

Scholarship recipients are required to participate in the Simultaneous Membership Program (SMP)

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A Few Army Ambassador Stories...

- Goldsmith – Fort Jackson
- Bissonette – Jaster Congressional Recognition
- Hashem and Davis – State Tuition Assistance
- NCFA Op-Eds
 - Martin, Devine, Gorton, Furtado, Simmons

Current Focus

- Army Reserve At a Glance Distribution
- Scholarships



Combined Efforts

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Why ARC would engage an ambassador

- Support scheduled national events
- Support key leader engagements
- Assist in Telling the Army Reserve Story
- Assist with coordination during USAR senior leader visit

How you can proactively support the CAR –

- Use social media, and “like” and “share” the USAR social media platforms
- Ensure community leaders, media, academic institutions know the AR story
- Notify ARC about key engagements, article publications and media events
- Submit photos, published article links and social media posts to ARC
- Connect with local senior AR leaders for community and military events

Your stories and efforts are used in key communication tools with key audiences at the strategic level to reinforce key themes and messages. We must continue to get current and

strong content from you. *Twice The Citizen!*

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Key Audiences

- **Army Reserve Soldiers**
 - Many similarities, but also many differences
 - Wide variety of demographics
 - Share a commitment to Army Values and service to our nation
- **Army Reserve Families**
 - Key to readiness
 - Profound impact on retention
 - 46-percent of Army Reserve Soldiers are married
 - A quarter of our Soldiers are single parents
- **Employers**
 - They support us – all of us
- **Government officials (federal, state, local)**
 - They need to hear our stories
- **Military/Veteran Service Organizations**

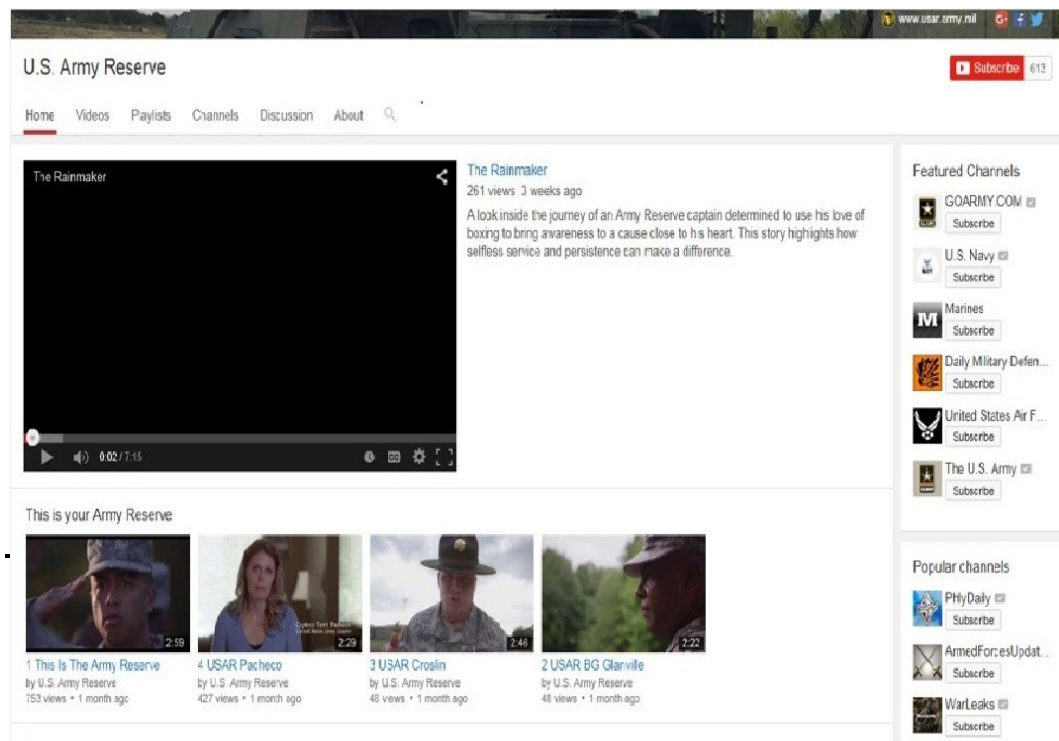




https://www.youtube.com/channel/UCfJBy91ai1_1ejnmxKLSu2A

https://www.facebook.com/search/str/army+reserve/keywords_top#!/usarmyreserve/videos

This is the Army Reserve –
Lt. Gen. Jeffrey Talley –
Capt. Boyd Melson –
Brig. Gen. Ural Glanville –
Staff Sgt. Christopher Croslin –
Capt. Terri Pacheco –





A Key Communication Tool

U.S. ARMY RESERVE AT A GLANCE

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Fort Family Resource Guide

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Nothing is more important than our Families ...

This has to be true for us to continue with our mission. If it is not true, then you need to let us know – we must keep faith with the Families.

Chief of Army Reserve Initiatives



Private Public Partnership (P3)
Our partnerships with the private sector, profit, not-for-profit and academia, enhance the readiness and resilience of Army Reserve Soldiers, their Families and Civilians. These partnerships support physical, mental, emotional and spiritual readiness to empower and encourage Soldiers, Families, and Civilians to increase personal readiness and resiliency. Our nationwide network of individuals provides a stigma-free environment that encourages help-seeking behavior utilizing P3 resources.
www.usar.army.mil/resources/Pages/Employer-Partnership-opportunities-and-information.aspx

The Army Reserve Ambassador (ARA) Program
Army Reserve Ambassadors, located in every state and territory, who are a broad network of grass-roots community influencers, work in concert with Employer Support of the Guard & Reserve (ESGR) personnel, Family Readiness Groups, and Military and Veteran Service Organizations on key Soldier and Family issues. They develop awareness and advocacy with community leaders and they promote community support for the Army Reserve. Army Reserve Ambassadors are the "continuity" within the communities. Commanders, sergeants' major and senior leaders come and go but the ARAs are vested in the communities.
www.usar.army.mil/community/ambassadors

"Our success as Citizens and Soldiers is only possible with strong Families; the Army Reserve has a tremendous resource in our Fort Family Outreach and Support Center, available 24x7x365 at 1-866-345-8248. Fort Family helps Soldiers and Families, no matter what the issue—dealing with financial problems, counseling, trying to find a civilian job or simply getting information on a unit. The Army Reserve is a family and Fort Family wants to help you."
— Lt. Gen. Jeffrey W. Talley

We Inspire and Empower 866-345-8248

Fort Family Outreach and Support Center

Your Rally Point and virtual gateway to Readiness and Resilience

We're here for you!
Call: 866-345-8248

- > Staffed 24 hours a day, every day of the year by caring professionals
- > Connecting Soldiers, Families and Civilians to people and resources
- > Focused, relevant and responsive information on programs and services
- > Crisis and routine readiness and resilience outreach and support
- > Assistance and referrals for every aspect of military life
- > Supporting Soldiers, Family members, command teams and Civilians



  **ARMY RESERVE FAMILY PROGRAMS**
Connecting Soldiers • Families • Communities
www.arfp.org

Anytime. Anywhere. 24x7x365 ★ We Inspire and Empower

Lt. Gen. Jeffrey W. Talley
32nd Chief of Army Reserve
and 7th Commanding General,
U.S. Army Reserve Command

ARMY RESERVE FORT FAMILY:

YOUR RALLY POINT RESOURCE GUIDE



TWICE THE CITIZEN!

October 2015 www.usar.army.mil

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AC to AR

www.goarmyreserve.com/ac2ar

The screenshot displays the homepage of the goarmyreserve.com/ac2ar website. The header features the U.S. Army logo on the left, a search bar with the text "Site Search" and a magnifying glass icon, and a "QUESTIONS? CHAT WITH VIRTUAL ASSISTANT SGT STAR" button on the right. Below the header, there are navigation links: "TALK TO US", "REQUEST INFO", "LOCATE US", "LEARN HOW TO JOIN", and "APPLY ONLINE". A secondary navigation bar includes "ABOUT THE ARMY", "CAREERS & JOBS", "BENEFITS", "SOLDIER LIFE", "FOR PARENTS", "LOG IN", and "REGISTER". The main content area features a large image of two soldiers in camouflage uniforms. The soldier on the left is a Black man wearing a helmet and goggles, with a name tag that reads "NIOUS". The soldier on the right is a white woman with a name tag that reads "BACA". Between them is the U.S. Army Reserve logo. The text "COMMAND YOUR FUTURE" is prominently displayed, followed by "TRANSITION FROM ACTIVE DUTY TO THE U.S. ARMY RESERVE". Below this, a paragraph reads: "Here are the tools to help you transition from Active Duty and ensure the Army Reserve complements your life." At the bottom, there are four white buttons: "Transition Benefits", "Soldier Stories", "Locations & Careers", and "How to Transition".



Digital Communications

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Website and Social Media

- Social Sharing from the new Website vs CORE/DVIDS
 - Draws traffic internally
 - Tells USAR story
- USAR Photo Gallery
 - supports stand-alones
 - Can search key words
 - Photos are optimal content for sharing
- USAR NewsFeed
 - Archived chronologically



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Ambassador Resources Online

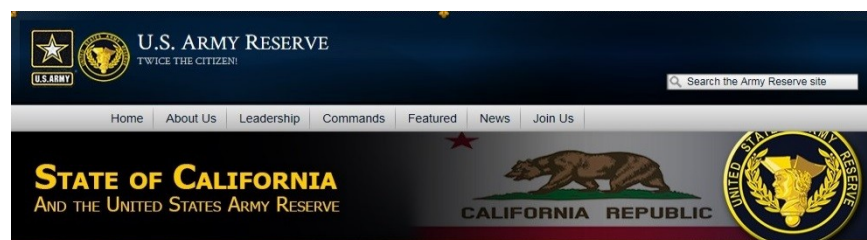
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Find An Ambassador -

<http://www.usar.army.mil/Featured/AmbassadorProgram/FindanAmbassador.aspx>

Your state details and economic impact are listed -



State Ambassadors



Jack Simmons
California Ambassador
[VIEW BIO »](#)



Daniel Furtado
California Ambassador
[VIEW BIO »](#)



CA CAPABILITIES

- SIGNAL
- MEDICAL
- LOGISTICS
- AVIATION
- QUARTERMASTER
- LEGAL
- MILITARY POLICE
- CHEMICAL
- TRANSPORTATION (HEAVY BOAT)
- (PORT MANAGEMENT)
- CIVIL AFFAIRS
- ENGINEER (FIRE FIGHTER)
- MISO
- MILITARY INTELLIGENCE

California At A Glance

Army Reserve Soldiers of the 304th Sustainment Brigade in Riverside coordinated scenario-driven training at Camp Parks to practice critical skills required in the event of a major earthquake.

The Soldiers provided disaster relief by tracking and monitoring the seaport with cameras, operating cranes and conducting harbor master duties in the Bay Area. Camp Parks, located on Fort Hunter Liggett, supports more than 250 units and more than 20,000 Soldiers in the greater San Francisco area.

The 79th Sustainment Support Command at Joint Forces Training Base-Los Alamitos provides trained and ready logistics units for worldwide operations and deployment. In Mountain View, the 63rd Regional Support Command provides Soldier and Family support, including Yellow Ribbon events, public works, facilities, maintenance and resource management for the seven-state Southwestern region.

The 11th Military Police Brigade, headquartered in Los Alamitos, provides peacetime command and control of three military police battalions and three direct reporting units in California, Arizona and Texas. They are trained to conduct internment and resettlement operations including shelter, guard and protect and to account for detainees or displaced civilians.

The 481st Transportation Company, stationed at Port Hueneme, has the ability to quickly move equipment and supplies ashore when port facilities are nonexistent, damaged or too primitive for ships to off-load their cargo.



NUMBERS	2015
\$962,594,582	ECONOMIC IMPACT
8,591	NON-DOD JOBS SUPPORTED
\$288,367,236	NON-DOD WAGES
\$588,333,574	DOLLARS SPENT
\$354,994,671	TOTAL MIL PAYROLL
\$74,183,656	TOTAL CIV PAYROLL
SEQUESTRATION IMPACT FY 16	
- \$10.7 Million	STATEWIDE
- \$3.9 Million	FORT HUNTER LIGGETT

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Vision Statement (new)

The United States Army Reserve is the world's premier land power reserve force.

Mission Statement (no change)

The Army Reserve provides trained, equipped and ready Soldiers, Leaders, and Units to meet America's requirements at home and abroad.



Army Reserve Style Guide

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- We are the “United States Army Reserve”
 - Abbreviations: U.S. Army Reserve, Army Reserve, USAR
- Do not add an “s” as in “Army Reservesu”
- It is always capitalized, unless “reserve components”
- Chief of Army Reserve and Commanding General, United States Army Reserve Command
- Direct reference is capitalized: Soldiers, Civilians and Families
- Refer as Army Reserve Soldier, then unit and position
- Applies to written products and social media



Army Reserve Communications

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What you can expect from ARC:

- FY16 Communication Plan
- Quarterly Senior Leader talking points
- Strategic Messaging Guidance
- Branding Guidelines
- Army Reserve At a Glance Booklets and online resources
- Citizen Warrior Magazine Issues (due out FEB/MAR)
- Speakers Tool Kit
 - Generic Speeches
 - AR 101 brief (periodically updated)
 - Current AR Messaging: (i.e., National Commission TPs)
- CAR & Other Senior Leader Updates, as available
- CAR Cards, as available
- AR Media Highlights
- AR videos

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Call To Action

- Regularly actively pursue opportunities to tell the Army Reserve story
 - Holiday or event-driven speaking engagements
 - Engagements with local and national influencers
 - Invite influencers to military events
 - Local and national media outlets
 - Radio, television, newspaper, articles, social media
 - Contact USAR public affairs for support
 - Build relationships with USAR leaders and units

****Ensure that ARC gets your stories**



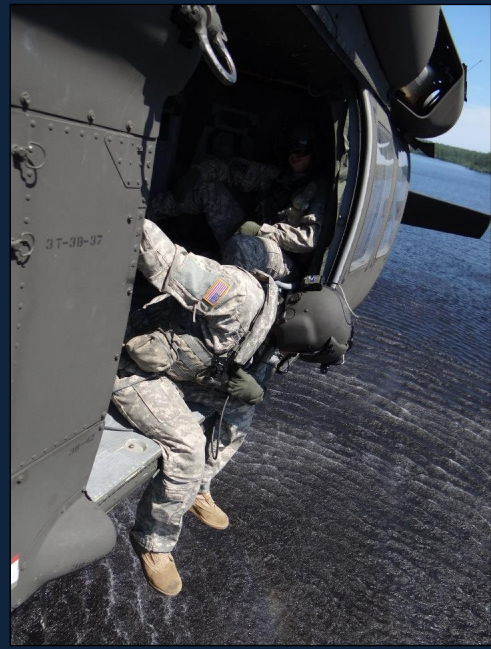
The United States Army Reserve

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The United States Army Reserve is the world's premier land power

reserve force



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BACK-UP

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Army Reserve Strategic Messaging



- ❑ Approved by LTG Talley; effective date is 1 November
- ❑ Highlights
 - Establishes a Positioning Statement
 - Focus on the Army Reserve's role as a Title 10 reserve force that is manned, trained, and equipped to compliment the active component and support the Joint Force.
 - Differentiates the Army Reserve from the other Compos.
 - Creates an overarching, strategic theme and messages
 - Encapsulates who we are and what we do in talking points.
 - Supports the Position Statement.
 - NEW Vision Statement; what we aspire to be
 - Previous vision statement is now a key strategic message
 - Mission Statement remains the same



Army Reserve Strategic Messaging

Strategic Messaging Theme

The Army Reserve is the reserve of the United States Army

Strategic Messages

- The Army Reserve is a single, integrated, and synchronized command in support of the Army and Joint Force for homeland and global contingencies.
- The Army Reserve is forward stationed throughout the world in direct support of Corps, Army Service Component Commands, and Combatant Commands.
- The Army Reserve is always accessible and available for missions at home or abroad; not confined by state or territorial boundaries.
- The Army Reserve is a Title 10 federal reserve force specifically organized, trained, and equipped to compliment the active Army in support of the Joint Force.
- The Army Reserve is a life-saving, life-sustaining force for the



Army Reserve Strategic Messaging

Positioning statement

The United States Army Reserve is the reserve for the United States Army. As a Title 10 force under federal control, we are always available and accessible as a single, integrated, and synchronized command in support of the Army and Joint Force for homeland and global contingencies.

We are forward stationed throughout the world, always accessible for federal missions; not confined by state or territory boundaries. We are specifically organized, trained, and equipped to compliment the active Army and support the

Joint Force, ready to respond to complex



Army Reserve - Unique Force Profile

% Units by type assigned to Army Components*:

Support & Sustainment Capabilities	USAR %	ARNG %	AC %
Mil Info Spt Ops	83	0	17
Chaplain	81	19	0
Civil Affairs	79	0	21
Military History	78	18	5
Quartermaster (Fld Svc)	73	15	12
Quartermaster (Supply)	48	17	35
Transportation	55	38	20
Information Ops	50	33	17
Medical	49	19	32
Adjutant General	43	17	40
Chemical	40	35	24
JAG	39	38	24
Public Affairs	36	48	16
Engineers	36	47	17
Military Police	24	36	40

Life-Saving & Life-Sustaining Capabilities

*Unit percentage data for FY15 validated 23 July 2015
Source: Structure & Manpower Allocation System (SAMAS) Report

- ❑ **202K Strong:** Slightly larger than active duty Marine Corps
- ❑ **Cost Effective: Provides 20% of the Army Force for ~6% of the Army budget**
- ❑ **Educational profile:** 75% of Total Army Doctorates & 50% of Masters Degrees reside in the Army Reserve
- ❑ **Over 40k AR Soldiers support Generating Force mission requirements**
- ❑ **3 AR Soldiers are currently Members of Congress; 19 Members of Congress are former members of the USAR**
- ❑ **123 General Officers**
 - 1 LTG, 43 MGs, 79 BGs
 - 58 General Officer Commands
 - CEOs, College Professors, Judges, Engineers, etc.
 - Chiefs of Staff at FORSCOM,



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Just another day at the (PA) office



Joe Theismann: “We don’t have a reserve force if something happens.”

July 9, 2015
Outnumbered – Fox News

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Vignette: Superstorm Sandy



- **Emergency Preparedness Liaison Officers**
- **3 Quartermaster Detachments**
- **Aviation Support**
- **Army Reserve facilities used for response support**
- **Family Programs**
- **Engineer Companies**
- **Quartermaster Company (POL)**
- **Immediate Response Security**

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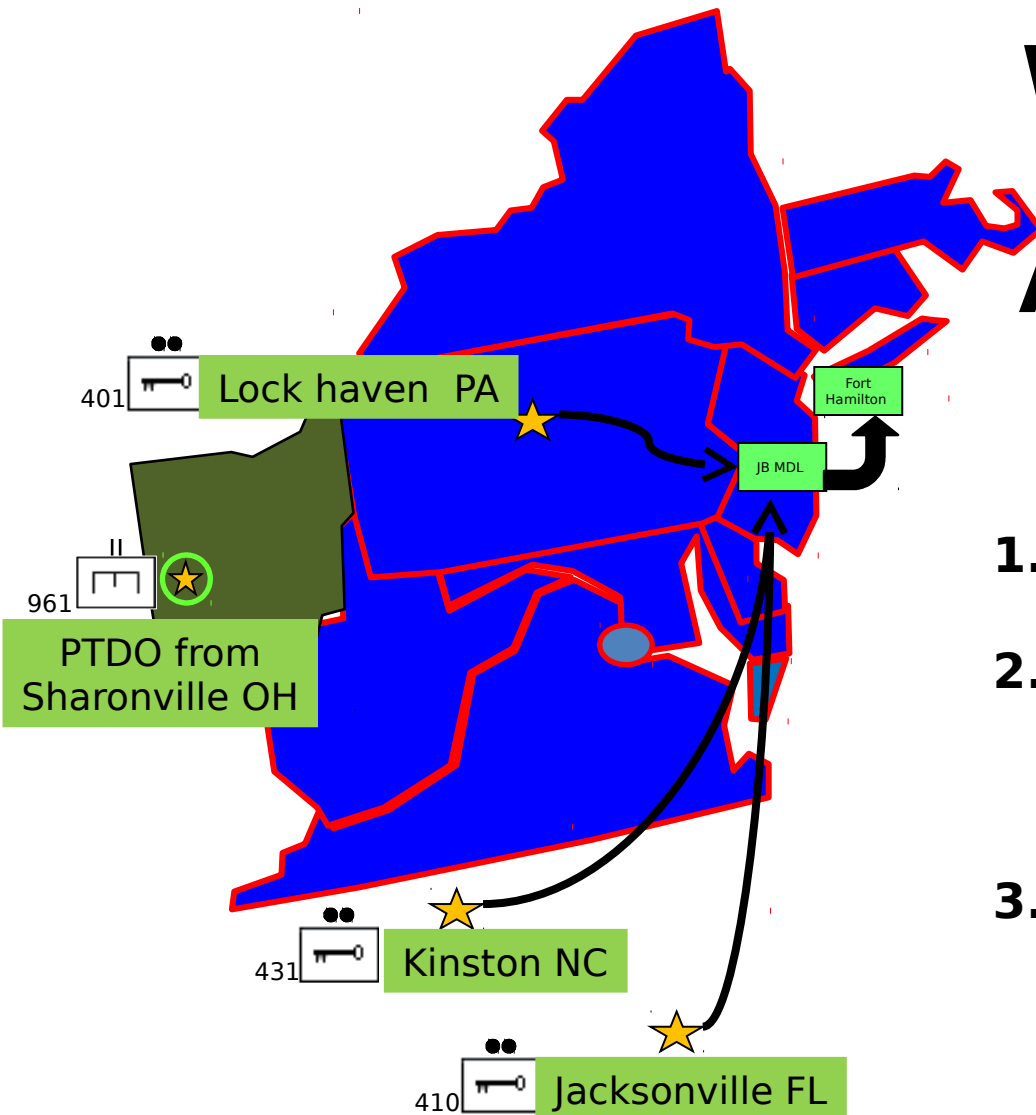


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Vignette: Superstorm Sandy

Why did we use Army Reserve Assets in Sandy Relief?



1. Close to disaster areas.
2. Quick response with needed disaster-relief capabilities.
3. Ability to seamlessly integrate our vital military capabilities, essential for disaster relief, with the National Guard, and other State and federal agencies.

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How Do We Use It?

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Primary Audience

- Members of Congress
- Centers of influence
 - Governors
 - State and local officials
 - MSO/VSO leadership



Secondary Audience

Army
Pentagon
Combatant Commanders
FORSCOM
National Guard



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Private Public Partnerships

The Army Reserve is a community-based force of ***Citizen-Soldiers***

Generating Readiness Through Partnerships

PRIVATE

Enhances both private sector and military careers



Provides specialized expertise in business environments



Private sector includes for-profit and not-for-profit companies and corporations

- Shares "best practices" from private and military sectors

PUBLIC

Enhances both public sector and military careers



Provides expertise in interagency environments



Public sector includes local, state, and federal governments

- Shares "best practices" from public and military sectors
- Makes better public-servants and Citizen-Soldiers

PARTNERSHIP

Enhances professional and personal development



Provides valuable professional and trade credentialing opportunities



Partnership includes private, public, and academic institutions

- Improves opportunities and capabilities for participating individuals and organizations
- Generates cost savings with increased value to all partners

Military Skills, Training, Experience Civilian

The Army Reserve brings together private and public sector skills, training, and experiences

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Tools in Your Toolkit

- **Army Reserve At a Glance**

- State-by-state explanation of Army Reserve capabilities and economic impact

- **Army Reserve Ambassadors**

- Vitally important bridges to communities across the Nation
- ARAs educate the public, community leaders and Congress about the capabilities and value of the Army Reserve
- ARAs promote support for Soldiers and their Families Army Reserve Communications during deployments and play an active role in facilitating community support through 'Welcome Home' ceremonies and the Yellow Ribbon Program.

- **Social Media**

- This is how we pass information to and from the field
- **Be careful - no specifics on people, places and military training**